

Exhibit A

• 13g of WHOLE GRAIN
per serving.

Sara Lee®

Classic

100%
Whole
Wheat



No Artificial Colors or Flavors
No High Fructose Corn Syrup



By definition classics stand the test of time.

They are the silent partner to routine – trustworthy, dependable and comforting.

Our Classic 100% Whole Wheat's soft texture and wheat taste make it just that – a classic.

The whole grain recipe with no artificial colors or flavors makes it a nutritious choice you can feel good about.

Classic 100% Whole Wheat – with classics, you just can't go wrong.

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% Daily Value* *Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

	Calories: 2,000	2,500
Total Fat	Less than 65g	80g
Sat Fat	Less than 20g	25g
Cholesterol	Less than 300mg	300mg
Sodium	Less than 2,400mg	2,400mg
Potassium	3,500mg	3,500mg
Total Carbohydrate	300g	375g
Dietary Fiber	25g	30g

- Iron 4%
- Folic Acid 2%

SOYBEAN OIL, WHEAT BRAN, DATEM, CALCIUM PROPIONATE, GAR, POTASSIUM IODATE, SOY FLOUR.

R12-300

Sara Lee

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Bread retains its best quality if stored at room temperature. For best results, use bread by date on package.

We are committed to providing you with quality products and welcome your questions and comments. Call 1-800-984-0989, Consumer Relations Department. When writing, please include the "BEST BY" date and coding as well as the bar code and numbers.



LDPE

